



Partner State:
Telangana

PAFI 8TH NATIONAL FORUM 2021

REVIVING THE ECONOMY
REIMAGINE. REBOOT. REFORM
21ST & 22ND OCTOBER, 2021

Presented by

flex



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Azadi Ka
Amrit Mahotsav

25th October, 2021

Public Affairs Forum of India (PAFI) is the only platform for corporate public affairs practitioners in the country, representing large and medium-sized Indian and transnational companies. PAFI's objective is to provide knowledge and context to aid evidence-based consultative, open and transparent policy process in the realm of Public Affairs that includes Policy Research & Advocacy, Communication; Stakeholder Engagement; and, Corporate Social Responsibility.

The theme of **PAFI's 8th National Forum 2021**, to be held virtually on **October 21-22, 2021** is **"Reviving the Economy: Reimagine. Reboot. Reform"**. The Forum would feature **over 75 panellists** from all over the world sharing their insights through **16 carefully curated sessions**, spread over two days. The Forum will focus on the long-term aspirational agenda for reviving the economy in India and across geographies. Speakers and participants will identify the emerging trends, sectors and suggest solutions including course correction to rebuild the economy.

With **Telangana** as the state partner, **PAFI's 8th National Forum 2021** will focus on the possible steps required, across the stakeholder universe, to ensure economic growth that helps in correcting the social imbalances amplified by the pandemic. The global and Indian economy have, in the last two years, faced unprecedented pressures, eroding the painstaking gains made over the years on several crucial indicators. The terms and nature of business have also changed forcing corporates to rework the existing models across the value chain. Therefore, all stakeholders need to collectively work towards relaunching the inclusive growth process.

PAFI's National Forum is not just a platform for interactive deliberations via **discussions, debates and dialogues** amongst various stakeholders, but more importantly setting the **direction** for broader policy and economic agenda emerging from active participation and interaction across a diverse set of stakeholders. These include, Union Ministers, State Ministers, Government officials from the central and state, as well as global & multilateral organizations, CEO's, media, think tanks and legislators.

Reviving the Economy

The global and Indian economy have, in the last two years, faced unprecedented pressures, eroding the painstaking gains made over the years on several crucial indicators. **PAFI's 8th National Forum** will focus on the long-term aspirational agenda for reviving the economy in India and across geographies. Speakers and participants will identify the emerging trends and suggest solutions including course correction to rebuild traumatized economies. The three focus areas of the National Forum will discuss various ideas and some of them are enumerated below.

Reimagine

The COVID-19 pandemic has had a major impact on the economy across the globe. The impact, as is evident, has not been uniform and has exposed the fault lines in the inclusive growth process. To realize the vision of becoming the largest economy by 2050, India needs to **"Reimagine"** the growth paradigm to ensure development of each section of the society.

Reboot

Reimagine will not deliver growth if we do not “**Reboot**” after post-pandemic introspection. To make the reboot successful there is a need for the Government to integrate industry into the policy making process and for industry to look beyond only sectoral or temporal gains to make the growth process more inclusive even as we should continue to leverage and contribute towards, strong global regional and domestic supply chains.

Reform

Counterintuitive though it may seem, it is the opportune time to ring in structural **Reforms** that foster **Trust**. These include reinforcing confidence in institutions, investments in health, education, and infrastructure. With the continuation of fiscal stimuli, India would have the requisite agility amidst complex geo-politics. The Government also needs to Celebrate **domestic investments** as much as it does track and highlight foreign investment.

A Sneak Preview of PAFI’s 8th National Forum 2021

Sessions include: **Reviving the Economy – Game Plan 2030, CEO’s Perspective, Transforming Policy Process, Geo-Politics and Economy, Reviving the Creative Economy, Rebooting the Economy – A Global Perspective, Make in India - Make for the World, India: EdTech Capital of the World, Reimagining Health and Economy, Pleasure of Doing Business, Sessions with Union Ministers, State Ministers, Senior Bureaucrat’s & Partner State – Telangana.**

PAFI (Public Affairs Forum of India)

PAFI is dedicated to raise and maintain standards in Public Affairs to enable the profession to attain recognition and credibility by bringing in a paradigm shift in the way businesses engage with stakeholders - Government, Media, Civil Society and Academia. It also endeavors to deepen and broaden the talent pool to create young leaders from diverse backgrounds while planning to expand its footprint across India. **PAFI** has a robust **Code of Ethics** and its members are expected to practice the highest professional standards of honesty, accuracy, integrity and truth.

Since its inception in 2008, **PAFI** has been actively promoting and upholding transparency, probity, inclusion, and diversity across the wider remit of Public Affairs Profession Spanning Policy Advocacy, Government Relations, Corporate Communications and Corporate Social Responsibility. It acts as a cross-sector networking platform for public affairs professionals and provides opportunities to benefit from interactions with one other as well as with key policymakers and influencers through evidence-based research, closed-door dialogues, interactive panel discussions, seminars, an [Annual Lecture](#) and the **National Forum**, its annual flagship event.

Useful links: [PAFI profile](#); [Annual Report 2020-21](#); [Annual Lecture](#); [Report on 7th National Forum 2020](#). For more details, please contact lakshmi.kanchaan@pafi.in.

PROGRAMME

Thursday, October 21, 2021

1330 – 2045 Hrs IST

1330 Hrs

Virtual Forum Opens

1415 – 1455 Hrs

Session 1 - Inaugural Session

Reviving The Economy – Game Plan 2030

As the pandemic recedes and the economy recovers, a rare opportunity has arisen to reimagine long-term collective national aspirations while also correcting the social imbalances amplified during the recent crisis.

What steps should the respective stakeholders undertake towards this mission? What would it take to reboot and reform to provide impetus and momentum? What is India's game plan for 2030?

Opening

Ajay Khanna

Forum Chairman & Co-Founder, PAFI and Group - Global Chief Strategic & Public Affairs Jubilant Bhartia Group

Welcome

Subho Ray

President, PAFI and President, Internet and Mobile Association of India (IAMAI)

Moderator

Shekhar Gupta

Founder and Editor-In-Chief The Print

Chief Guest

Hardeep Singh Puri

Minister of Housing and Urban Affairs and Minister of Petroleum & Natural Gas Government of India

Closing Remarks

Virat Bhatia

Vice President, PAFI and Managing Director Apple India

1500 – 1555 Hrs

Session 2 - Reviving the Economy – CEO’s Perspective

Pandemic-induced slowdown must be reversed by unleashing the animal spirits to create an inclusive and sustainable high growth economy.

What steps the industry leaders expect the government to undertake and what is it that they are doing in their respective enterprises and the broader ecosystem to revive the economy?

Welcome	Anubhuti Kaul Bhrany Senior Director & Head Government Affairs And Public Policy Flex India
Moderator	Rohit Saran Editor-in-Chief The Times of India - Digital
Panel	Suresh Narayanan Chairman and Managing Director Nestle India Ltd
	Rajan Anandan Managing Director Surge and Sequoia Capital India LLP
	Daisy Chittilapilly President Cisco India & SAARC
	B. Amrish Rau CEO Pine Labs
	Raman Sidhu Past President & Founding Member, PAFI and CEO EBG Federation
Closing Remarks	

1600 – 1655 Hrs

Session 3 - Transforming Policy Process

Pandemic-induced slowdown must be reversed by unleashing the animal spirits to create an inclusive and sustainable high growth economy.

What steps the industry leaders expect the government to undertake and what is it that they are doing in their respective enterprises and the broader ecosystem to revive the economy?

Welcome

Vinita Sethi

Treasurer, PAFI and
SVP & Chief Public Affairs,
Apollo Hospitals Group

Moderator

Shereen Bhan

Managing Editor
CNBC TV18

In Dialogue with

Dr Rajiv Kumar

Vice Chairman
NITI Aayog

Closing Remarks

Harish Krishnan

Past President and Co-Founder, PAFI and
Managing Director & Chief Policy Officer
Cisco India & SAARC

Session 4 - Geo-Politics and Economy

The pandemic disrupted complex value chains, even as the global economy had become more interconnected and interdependent.

What are the major trends in geo-politics in the last few years that have impacted global economic growth? How should companies navigate the rapid changes and the ensuing realignment of geo-politics?

Welcome	Tanmoy Chakrabarty Secretary, PAFI & Group Government Affairs Officer, Tata Sons Private Limited
Moderator	Nitin Pai Co-Founder & Director The Takshashila Institution
Panel	Shivshankar Menon Visiting Professor, Ashoka University, Former National Security Advisor and Former Foreign Secretary
	Jeff Moon President China Moon Strategic LLC and Former Assistant US Trade Representative for China
	William (Lee) Howell Visiting Associate Professor University of Geneva and Senior Advisor to the President World Economic Forum
	Richard Verma General Counsel and Head of Global Public Policy Law, Franchise and Integrity MasterCard
	Ophira Bhatia Director - Corporate & Government Affairs (CGA), India & CGA Lead, Asia, Middle East & Africa Mondelez International
Closing Remarks	

1800 – 1855 Hrs

Session 5 - Reviving the Creative Economy

Art and literature are the soul of a nation. They reflect the maturity of a country. But the pandemic has, in a way, disrupted the flow of creative thinking and art. But technologies have been developed in the last two years to provide platforms for exchange of ideas, thoughts, and art works.

How can businesses assist in building a healthy eco-system for the creative economy to flourish? What does the future hold for the creative economy?

Welcome	Bhaskar Sharma Chief Executive Officer Red Bull India Private Limited
Moderator	Sanjoy Roy Managing Director Teamwork Arts
Panel	Pavan K Varma Author, Diplomat and Former MP (Rajya Sabha) Adrian Ellis Director, AEA Consulting and Chair, Global Cultural District Network (GCDN) Anjana Somany Craft Council of India and Mango Tree, Somany Tiles Rashmi Dhanwani Founder & CEO Art X Company and Arts & Culture Resources India
Closing Remarks	Rajeev Batra Past President & Founding Member, PAFI and Former Group Head, Corporate Affairs Hindustan Unilever Limited

1900 – 1955 Hrs

Session 6 - Rebooting the Economy – A Global Perspective

The pandemic has created a perfect storm and dark clouds may be hovering over, but every cloud has a silver lining.

Does it offer a fresh window of opportunity for India to emerge as a breakout nation globally? What are the 10 things that India must do to rise into the high-growth trajectory and remain there over the long-term without falling prey to the next crisis?

Welcome

Ram Rakkappan

Head, Government Relations – India and South Asia,
Visa Inc

Moderator

Rahul Sharma

Past President & Founding Member, PAFI and Managing Director
APCO Worldwide, India

In dialogue with

Ruchir Sharma

Global Investor and Author

Closing Remarks

T S Vishwanath

Past President & Founding Member, PAFI,
Principal Adviser, APJ-SLG Law Offices (ASL)
&
Co-Founder RV-VeKommunicate

2000 - 2045 Hrs

Session 7 - Indo-US: Building Back Better, Together

Committed to the shared vision of security and stability, prosperity and peace around the globe, Indo-US partnership is robust, resolute and resilient. This is evident across strategic endeavors like Indo-Pacific, Quad, G20, UNSC and sustainability

How do we reimagine this 'defining relationship of the 21st century' through trade and investment; technology and innovation; talent and intelligence amidst economic revival and vaccination drive?

Welcome

Ishteyaque Amjad

Past President and Managing Committee
Member PAFI and Group Global Head –
Corporate Affairs
Godrej Group

Moderator

Navika Kumar

Group Editor, Times Network,
Editor-In-Chief, Times Now Navbharat

In Dialogue with

Ambassador Taranjit Singh Sandhu

Ambassador of India to the United States of
America

Closing Remarks

Vinita Sethi

Treasurer, PAFI and
SVP & Chief Public Affairs,
Apollo Hospitals Group

PROGRAMME

Session 8 – Make in India, Make in World was held at 1755 – 1855.

**Friday, October 22, 2021
1000 – 1855 Hrs IST**

0930 Hrs Virtual Forum Opens

1000 – 1055 Hrs **Session 9 - Partner State – Telangana**

Telangana has been a magnet for investors, pulling in opportunities at a blistering pace.

What makes it shine and what is state government doing differently? How does it facilitate business and investment? Why should anybody go there? What sectors are best suited for Telangana?

Welcome	Manish Patel Vice President, India Operations DHL Express India
Moderator	Pranjal Sharma Economic Analyst, Advisor and Author
Chief Guest	KT Rama Rao Cabinet Minister for IT E&C, MA&UD and Industries and Commerce Department Government of Telangana
Panel	Jayesh Ranjan Principal Secretary Industries & Commerce (I&C) and Information Technology, Electronics and Communications(ITE&C) Government of Telangana Dilip Chenoy Secretary General FICCI
Closing Remarks	Anand Vijay Jha SVP & Chief Corporate Affairs Officer United Breweries Limited

1100 – 1145 Hrs

Session 10 - India - EdTech Capital of the World

With the pandemic catalyzing the adoption of digital learning exponentially, Indian EdTech companies are taking local innovations global.

How can they disrupt the conventional models with focus on quality, personalized delivery, thereby achieve leadership with impact at scale?

Welcome	Medha Girotra Managing Committee Member, PAFI and Director – Communications, South Asia MasterCard
Moderator	Shweta Rajpal Kohli Chief Public Policy Officer Sequoia Capital India & South East Asia
Panel	Amitabh Kant CEO NITI Aayog
	Byju Raveendran Co-Founder & CEO Byju's
Closing Remarks	Ajay Khanna Forum Chairman & Co-Founder, PAFI and Group Global Chief Strategic & Public Affairs Jubilant Bhartia Group

1150 – 1250 Hrs

Session 11 - Reimagining Health and Economy

Pandemic exposed inadequacies in India's healthcare infrastructure and dragged down the economy. However, the recently launched Health Stack, combined with Ayushman Bharat, the health insurance for 600 million people, provides an opportunity to reimagine affordable and effective healthcare by leveraging health data of individuals

Is this the UPI moment for healthcare? How will the Health Stack integrate public and private sectors, while also ensuring data privacy and security?

Welcome	Deepshikha Dharmaraj Managing Committee Member, PAFI and Chief Executive Officer, Genesis BCW Member, BCW India Board
Moderator	Anil Padmanabhan Journalist who tweets @capitalcalculus
Panel	Dr Ram Sevak Sharma Chief Executive Officer National Health Authority Ministry of Health & Family Welfare Government of India Dr Randeep Guleria Director AIIMS Shobana Kamineni Executive Vice Chairperson Apollo Hospitals Dr Manjiri Bakre Founder & CEO OncoStem Diagnostics
Closing Remarks	Neelima Dwivedi Managing Committee Member, PAFI and Senior Director – Public Policy, Corporate Communications & Market Access, MSD Pharmaceuticals Pvt Ltd

1251 – 1314 Hrs

Break

Session 12 - State of the Indian States

While the pandemic hit business and economy hard, with their own respective set of challenges and opportunities, the states have taken steps to boost investments and jobs, albeit to varying levels of success.

How do we bridge the divide for the overall growth and prosperity of India, within the dynamics of cooperative and competitive federalism?

Welcome	Subho Ray President, PAFI and President, Internet and Mobile Association of India (IAMAI)
Moderator	Vikram Chandra Founder Editorji Technologies
Panel	Chandra Mohan Patowary Cabinet Minister for Commerce, Industry & Public Enterprise, Transport, Skill Development & Entrepreneurship, Act East Policy Affairs and Welfare of Minorities, Government of Assam Dushyant Chautala Deputy Chief Minister Government of Haryana Rajvardhan Singh Dattigaon Cabinet Minister Industry Policy and Investment Promotion Government of Madhya Pradesh
Closing Remarks	Dr K C Ravi Past President & Co-Founder, PAFI and Chief Sustainability Officer Syngenta India Limited

Session 13 - Reviving the Economy - Secretaries Perspective

Senior officials demonstrated commitment and leadership during the unprecedented crisis while also kept the ball rolling on policy front.

What are the lessons from the past 18 months? What has changed and what is yet to change to ensure the economy and critical services are in good shape? Where do they see India in the near future? What is the reform pipeline?

Welcome	Shivnath Thukral Managing Committee Member, PAFI and Public Policy Director WhatsApp, India
Moderator	R Sukumar Editor-In-Chief The Hindustan Times
Panel	Apurva Chandra Secretary Ministry of Information and Broadcasting Government of India
	Arvind Singh Secretary Ministry of Tourism Government of India
	Dammu Ravi Secretary (Economic Relations) Ministry of External Affairs Government of India
	Rajesh Aggarwal Secretary Ministry of Skill Development and Entrepreneurship Government of India
Closing Remarks	Shivnath Thukral Managing Committee Member, PAFI and Public Policy Director WhatsApp, India

1525 – 1555 Hrs

Session 14 - Azadi Ka Amrit Mahotsav

Being celebrated over 75 weeks, Azadi ka Amrit Mahotsav is an embodiment of all that is progressive about India's rich socio-cultural, political and economic identity. This sphere of creative economy spans languages and dialects, music and dance, yoga and cuisine, and much, much more.

As we reclaim our global leadership in the comity of nations, how should we reimagine post-pandemic India while leveraging this soft power? How can the industry partner with the Government in this endeavour?

Virat Bhatia

Vice President, PAFI and
Managing Director
Apple India

In Dialogue with

Govind Mohan

Secretary
Ministry of Culture
Government of India

1600 – 1645 Hrs

Session 15 - Indian Economy: Cruising New Heights

After being grounded literally in the wake of pandemic, aviation sector is all set to scale new heights, connecting places and people. Air India disinvestment, liberalized drone rules and new airports would further propel the engine of economic growth.

How do we ensure comfort and competition, safety and sustainability, affordability and accessibility, inclusion and innovation, without hitting another air pocket?

Opening	Ajay Khanna Forum Chairman & Co-Founder, PAFI and Group Global Chief Strategic & Public Affairs Jubilant Bhartia Group
Welcome	Subho Ray President, PAFI and President, Internet and Mobile Association of India (IAMAI)
Moderator	Shereen Bhan Managing Editor CNBC TV18
Chief Guest	Jyotiraditya M Scindia Minister of Civil Aviation Government of India
Closing Remarks	Virat Bhatia Vice President, PAFI and Managing Director Apple India

1650 – 1750 Hrs

Session 16 - Pleasure of Doing Business

Despite several policy reforms by both the central and state governments, businesses continue to face formidable challenges thanks to a myriad of compliance burden, further complicated by lack of clarity and at times, even contradictions.

What must be done to make doing business in India, a pleasure?

Welcome

Harish Krishnan

Past President and Co-Founder, PAFI and
Managing Director & Chief Policy Officer
Cisco India & SAARC

Moderator

Javed Sayed

Associate Executive Editor
The Economic Times

Panel

Ajay Prakash Sawhney

Secretary
Ministry of Electronics & Information
Technology
Government of India

Pramod Bhasin

Chairman, ICRIER & Clix Capital and
Founder
Genpact Ltd

Manish Sabharwal

Vice Chairman
Teamlease Services

Srinivas Katikithala

Secretary, Government of India
Director,
Lal Bahadur Shastri National Academy of
Administration

Closing Remarks

Deepak Maheshwari

Chief Executive Officer,
PAFI

Session 8(Session 17) - Make in India, Make for the World

Global supply chain strategies are being reviewed and reorganized afresh to mitigate concentration risks in favor of more agile models.

What should India do not to miss the manufacturing bus again? How can the success of electronics manufacturing be replicated across sectors within the broader context of '**Aatmanirbhar Bharat**'?

Welcome	Chetan Krishnaswamy Managing Committee Member, PAFI and Vice President, Indian Public Policy, Amazon India
Moderator	Virat Bhatia Vice President, PAFI and Managing Director, Apple India
Chief Guest	Rajeev Chandrasekhar Minister of State for Electronics and IT and Skill Development and Entrepreneurship Government of India
Closing Remarks	Shagufta Kamran Senior Manager, Public Policy & Philanthropy Twitter India
Over all Concluding Remarks	Ajay Khanna Forum Chairman & Co-Founder, PAFI and Group - Global Chief Strategic & Public Affairs Jubilant Bhartia Group